



# ORDER

Print Date 10/04/12

Page 1 of 2

Flight Dates 10/09/12-10/15/12

Contract / Revision 251555 /

Original Date / Revision  
10/04/12 10/04/12

Advertiser Pol/Bill Nelson/Sen/F/D

Agency Abar-Hutton Media, LLC

Buying Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 495

Alt Order # 06186859

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A50+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 19150

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$16,277.50	\$19,150.00	0.00	10/01/12	10/15/12	18	\$16,277.50	\$19,150.00
Totals	18	\$16,277.50	\$19,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
46	WPLG	10/09/12	10/11/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-T-T---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T-T---		2				\$750.00		0.00			
47	WPLG	10/09/12	10/11/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-7:30 AM)	-TWT---	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWT---		3				\$850.00		0.00			
48	WPLG	10/09/12	10/12/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:30 AM-8:00 AM)	-T--F--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-T--F--		2				\$850.00		0.00			
60	WPLG	10/13/12	10/13/12	College FB Sat Prime 8p College FB Sat Prime	CM	8-11:30P (8:00 PM-9:00 PM)	-----1-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1-		1				\$1,500.00		0.00			



WPLG

Print Date: 10/04/12

Page 2 of 2

Contract / Revision 251555 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D Product NELSON FOR SENATE

Estimate # 495

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
60	WPLG	10/13/12	10/13/12	College FB Sat Prime 8p	CM	8-11:30P	-----1-	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
				College FB Sat Prime		(8:00 PM-9:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1-	1		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPLG	10/08/12-10/14/12		College FB Sat Prime 8p	8-11:30P		(8:00 PM-9:00 P-----Sa--	:30	(\$1,500.00)	0.00	NM			
See MG 60.2														
2	NPLG	10/08/12-10/14/12		Auto Racing #1	730-1130p		-----Sa--	:30	\$1,500.00	0.00	NM			
Ⓜ MG for 60.1 10/13														
[program correction: nascar]														
61	WPLG	10/14/12	10/14/12	Su 9-10p	CM	9-10pm	-----1	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
				Revenge		(9:00 PM-10:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$6,500.00		0.00					
70	WPLG	10/14/12	10/14/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
				Local 10 News Sunday		(7:30 AM-8:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$500.00		0.00					
72	WPLG	10/14/12	10/14/12	Su GMA	CM	8-9am	-----1	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
				Su GMA		(8:30 AM-9:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$700.00		0.00					
74	WPLG	10/14/12	10/14/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
				9a-Sun LCL 10 News		(9:30 AM-10:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$600.00		0.00					
75	WPLG	10/14/12	10/14/12	TWISF/Michael Putney	CM	1130a-1230p	-----1	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
				This Week In South F		(11:30 AM-12:00 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----1	1		\$500.00		0.00					
83	WPLG	10/09/12	10/12/12	M-F 3p Katie Couric	CM	3-4p	-T-TF--	:30	3	\$500.00	P-2	0.00 NM	3	\$1,500.00
				Katie Couric										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-T-TF--	3		\$500.00		0.00					
86	WPLG	10/15/12	10/15/12	M-F 6a LCL News	CM	6-7am	1-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	1-----	1		\$750.00		0.00					
87	WPLG	10/15/12	10/15/12	M-F 7-9a GMA	CM	7-9am	1-----	:30	1	\$850.00	P-2	0.00 NM	1	\$850.00
				Good Morning America		(7:30 AM-8:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	1-----	1		\$850.00		0.00					
													Totals	18 \$19,150.00